

STATE OF CALIFORNIA

DEPARTMENT OF ALCOHOL AND DRUG PROGRAMS
OFFICE OF PROBLEM GAMBLING

ADDENDUM 2

REQUEST FOR PROPOSAL

ADP-RFP-05-9

PROBLEM GAMBLING PREVENTION
MEDIA BUY

The Department of Alcohol and Drug Programs' (ADP) Office of Problem Gambling (OPG) is hereby submitting Addendum 2 to extend the Estimated Time Schedule Section 4.0:

Section 4.3 – of the Estimated Time Schedule reads: “Responses to bidders’ questions posted on ADP Website and mailed to potential bidders, who made such a request by: March 23, 2006.”

Shall now read: “ADP will respond to all bidders questions requesting additional clarification by: March 30, 2006.”

As a result of additional questions from bidders for clarification, OPG will provide responses by March 30, 2006 which will be posted in the California State Contracts Register as an addendum to the advertisement at www.cscr.dgs.ca.gov and also on ADP’s Website at www.adp.ca.gov under “What’s New.”

Throughout the process, it is recommended that all prospective bidders monitor the ADP and California State Contract Register Websites.



OFFICE OF PROBLEM GAMBLING

California Department of Alcohol & Drug Programs

1700 K Street Sacramento, California 95814-4037

March 30, 2006

TO: Prospective Bidders and Interested Parties

SUBJECT: ADP-RFP-05-9 - Clarification of responses to Questions raised by Prospective Bidders

Thank you for your interest in this solicitation and selection process. In response to requests for clarification generated by our earlier responses, the following is a list of questions with our original response, and clarification now provided.

Please note that the ending date for responses to bidders' questions posed on ADP Website and mailing to potential bidders, who made such a request has been extended from March 23, 2006 to March 30, 2006.

QUESTION: Regarding question 4 and its response, regarding potential fundraising activities of a contractor: If a firm works on community events involving nonprofits and the firm sometimes solicits funds on behalf of the nonprofit(s), is that considered a conflict with the contract? If so, please explain why.

4. On the top of page 4, # 1.6.G, you note that the Contractor and/or Contractor's representatives are prohibited from soliciting business or donations or engaging in any other fundraising activity in the course of carrying out your contract. Please clarify the meaning of this restriction. Does it prohibit the Contractor from pursuing new business opportunities that are unrelated to the ADP subject matter or agreement? Does it prohibit solicitation of funds on behalf of non-profit organizations or community endeavors?

ORIGINAL RESPONSE: The Contractor may not solicit new business or donations or engage in fundraising while performing work paid for by this Contract. Contractor may pursue new business opportunities that are unrelated to the ADP subject matter or agreement.

CLARIFICATION: The Contractor may not solicit new business or donations or engage in fundraising while performing work paid for by this Contract, unless those activities are clearly unrelated to the ADP subject matter or agreement.

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QUESTION: In reference to ADP's answers to questions about RFP 05-9, could you please clarify what we perceive to be conflicting responses, specifically the answers to questions 13 and 53. The response to question 13 indicates that the charging of media commission is allowed as agency compensation. However, question 53 says ADP is **only** allowing compensation through the charging of hourly rates.

RESPONSE: Please refer to our clarification of responses to questions 13 and 14. The original response to question 13 responded to the way the question was originally presented. Commission will not be an allowable expense under the terms of the contract resulting from this solicitation and selection process.

13. The budget format on page 32 does not have a line item for media commission. Do you allow bidders to charge an agency commission on media in addition to or in lieu of staff time fees?

ORIGINAL RESPONSE: The preferred method for compensation is based on staff time fees and not media commissions. If commissions are charged, it must be disclosed and appear as a separate line item within the budget.

CLARIFICATION: The allowable method for compensation is based on staff time fees and not media commissions.

14. On page 13, #2.7, the RFP refers to a withhold of up to 10 percent of the Contractor fees and operating expenses, excluding buy-time. Please clarify this statement? Does this mean 10 percent of the actual cost of purchasing the media will **not** be withheld? If so, does that mean an agency commission on the media buy (if one is allowed) is exempt from the 10% withhold as well or is a media commission considered a Contractor fee?

ORIGINAL RESPONSE: No. While a commission will not be exempt from the 10 percent withhold provision, the actual cost paid out to the media outlet(s) is exempt from the 10 percent withhold provision.

CLARIFICATION: No. There will be no commission.

33. Is there a possibility that ADP's OPG is able to contract with another State agency without having to go through the lengthy bidding process?

ORIGINAL RESPONSE: OPG has the option of entering into sole source contracts with other government agencies including the state colleges and universities. The current contract is focused on media planning and buying. It does not contain a production element. While a sole source contract is possible, OPG elected to seek media planning and buying services through a competitive Request-For-Proposal (RFP), at this time.

CLARIFICATION: OPG has the option of entering into sole source contracts with other government agencies including the state colleges and universities. The current contract is focused on media planning and buying, with some print product. While a sole source contract is possible, OPG elected to seek media planning and buying services through a competitive Request-For-Proposal (RFP), at this time.

36. Although the specifications for the outdoor advertising are not available until June, can you give us specification parameters so we can all bid the same size and description for outdoor? For example, should we bid 30 sheet boards or painted boards or both? How many colors will the boards be?

ORIGINAL RESPONSE: For proposal purposes, use 4-color 30 sheet billboards. Once the contract is awarded, the Contractor will have an opportunity to provide recommendations for specific markets, based on Contractor's experience and expertise.

CLARIFICATION: For proposal purposes, use 4-color 30 sheet billboards. Once the contract is awarded, the Contractor will have an opportunity to provide recommendations for specific markets and outdoor formats, based on Contractor's experience and expertise.

37. Does the printing/production of the outdoor advertising come from this budget or is this strictly a media buying contract?

ORIGINAL RESPONSE: Yes, the \$2.4+ million budget includes print production and shipping costs.

CLARIFICATION: Yes, the \$2.4+ million budget includes print production and shipping costs for the outdoor and trafficking of radio spots to appropriate stations.

42. Reference Page 4-6 of 35, 1.7 - Is it the responsibility of the Contractor to provide a trafficking function for the creative? In other words, do you need the Contractor to produce and deliver a traffic list of all the radio stations and outdoor advertising that has been purchased for another party to forward the creative? Furthermore, is it the Contractor's responsibility to email an MP3 file of the radio spots to the various radio stations? Additionally, is it the Contractor's responsibility to mail the artwork for the outdoor advertising?

ORIGINAL RESPONSE: Yes. OPG provides artwork and radio ads. The Contractor will assume responsibility for printing of outdoor work. The Contractor is expected to provide a trafficking function.

CLARIFICATION: Yes. OPG provides artwork and radio ads. The Contractor will assume responsibility for printing of outdoor work. The Contractor is expected to provide a trafficking function for both radio and outdoor.

56. Are you expecting an actual media plan for the first 15 months including two suggested media markets, specific flight dates, radio stations involved and outdoor locations?

ORIGINAL RESPONSE: The 15-month Project Work Plan through June 30, 2007, needs to include: Development and approval of a media buying plan, including

identification of targeted demographics, radio air time and outdoor display advertising buys, monitoring and evaluation.

CLARIFICATION: The 15-month Project Work Plan through June 30, 2007, needs to include: Development and approval of a media buying plan, including identification of targeted demographics, radio air time and outdoor display advertising buys, monitoring and evaluation. Refinements can be made after the contract is awarded to the selected bidder.

57. If you are looking for a total media plan what size outdoor boards shall we include in the proposal? Will various sizes be available?

ORIGINAL RESPONSE: For purposes of this proposal, bids should be based on 30 sheet, four-color.

CLARIFICATION: For purposes of this proposal, bids should be based on 30 sheet, four-color. See also question 30.

66. Section 1.1 (A.1) - Is there a separate RFP to produce the radio and outdoor ads? If so, what is the RFP number?

ORIGINAL RESPONSE: These were produced in-house and in conjunction with another government agency. There was no RFP.

CLARIFICATION: These were produced in-house and in conjunction with another government agency. There was no RFP. Refer to question 59.